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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Donald J. Hejna, Jr.

Serial No.: 09/398,612 Filed: September 16, 1999

Examiner: A. Armstrong Group Art Unit: 2654

Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

SIR:

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Technology Center 2600

Information Disclosure Statement under 37 CFR 1.98

Applicant respectfully requests that the references listed on the attached form PTO-1449 and attached hereto be considered in the examination of the above-identified application. The following listing shall not be construed as a representation that no other art than that identified exists, or that each of the references is prior art. A check of \$180.00 for the fee under 37 CFR 1.17(p) is also attached.

Respectfully submitted,

Dated: April 6, 2004

By

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on April 6, 2004 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Michael B. Einschlag
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April 6, 2004
Date of Signature